What is claimed is:

1. A method for driving a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a step of reversing a polarity of each of said data signals for every 2n (n is a natural number) pieces of said scanning electrodes and for every said signal electrode in said liquid crystal display and sequentially feeding each of said data signals having the reversed polarity to each of corresponding said signal electrodes.

2. The method for driving the liquid crystal display according to Claim 1, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from a subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three primary colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

3. The method for driving the liquid crystal display according to Claim 1, wherein said liquid crystal display is of

a mosaic type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from a subsequent said scanning electrode.

4. The method for driving the liquid crystal display according to Claim 1, wherein said liquid crystal display is of a four dot pixel portion arranged type in which color filters made up of red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

5. The method for driving the liquid crystal display according to Claim 1, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up dot pixel portions having different colors is connected to one said signal electrode.

6. The method for driving the liquid crystal display according to Claim 1, wherein said liquid crystal display is of an active-matrix type and its switching element is made up of a thin film transistor.

7. A method for driving a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by

sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a step of displaying a monochromatic color by reversing a data signal that changes, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, sequentially into a first signal having a first potential of a first polarity and a second signal having a second potential of said first polarity and into a first signal having a first potential of a second polarity and a second signal having a second potential of said second polarity, for every said signal electrode and by sequentially feeding said data signal having the reversed polarity to each of corresponding said signal electrodes.

8. The method for driving the liquid crystal display according to Claim 7, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from a subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three primary colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

9. The method for driving the liquid crystal display according to Claim 7, wherein said liquid crystal display is of a mosaic type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are

arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from a subsequent said scanning electrode.

10. The method for driving the liquid crystal display according to Claim 7, wherein said liquid crystal display is of a four dot pixel portion arranged type in which color filters made up of red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

11. The method for driving the liquid crystal display according to Claim 7, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up dot pixel portions having different colors is connected to one said signal electrode.

12. The method for driving the liquid crystal display according to Claim 7, wherein said liquid crystal display is of an active-matrix type and its switching element is made up of a thin film transistor.

13. A method for driving a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to

said plurality of said signal electrodes, comprising:

a step of displaying shades of gray by reversing a polarity of a data signal having a potential corresponding to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell for every 2n (n is a natural number) pieces of said scanning electrodes in said liquid crystal display and for every said signal electrode and by sequentially feeding said data signal having the reversed polarity to each of corresponding said signal electrodes.

14. The method for driving the liquid crystal display according to Claim 13, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from a subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three primary colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

15. The method for driving the liquid crystal display according to Claim 13, wherein said liquid crystal display is of a mosaic type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from a subsequent said scanning electrode.

16. The method for driving the liquid crystal display

according to Claim 13, wherein said liquid crystal display is of a four dot pixel portion arranged type in which color filters made up of red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

17. The method for driving the liquid crystal display according to Claim 13, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up dot pixel portions having different colors is connected to one said signal electrode.

18. The method for driving the liquid crystal display according to Claim 13, wherein said liquid crystal display is of an active-matrix type and its switching element is made up of a thin film transistor.

19. A method for driving a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a step of displaying gray-scale color of a monochromatic color by reversing a data signal made up, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, of

combinations of a signal having a potential of a first polarity that corresponds to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell of a signal having a potential of a first polarity that corresponds to said minimum transmittance of said liquid crystal cell and of combinations of a signal having a potential of a second polarity that corresponds to said intermediate transmittance between said maximum and minimum transmittance of said liquid crystal cell and of a signal having a potential of said second polarity that corresponds to said minimum transmittance of said liquid crystal cell, for every said signal electrode and by sequentially feeding said data signal having the reversed polarity to each of corresponding said signal electrodes.

20. The method for driving the liquid crystal display according to Claim 19, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from a subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three primary colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

21. The method for driving the liquid crystal display according to Claim 19, wherein said liquid crystal display is of a mosaic type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction

and arrangement of said three color filters is deviated by one or two pitches from a subsequent said scanning electrode.

22. The method for driving the liquid crystal display according to Claim 19, wherein said liquid crystal display is of a four dot pixel portion arranged type in which color filters made up of red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

23. The method for driving the liquid crystal display according to Claim 19, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up dot pixel portions having different colors is connected to one said signal electrode.

24. The method for driving the liquid crystal display according to Claim 19, wherein said liquid crystal display is of an active-matrix type and its switching element is made up of a thin film transistor.

25. A driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a signal electrode driving circuit to reverse a polarity of each of said data signals for every 2n (n is a natural number) pieces of said scanning electrodes and for every signal electrode in said liquid crystal display and to sequentially feed said each of said data signals having reversed polarity to each of corresponding said signal electrodes.

26. The driving circuit for a liquid crystal display according to Claim 25, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

27. The driving circuit for a liquid crystal display according to Claim 25, wherein said liquid crystal display is of a mosaic-type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from subsequent said scanning electrode.

28. The driving circuit for a liquid crystal display according to Claim 25, wherein said liquid crystal display is of a four dot pixel portion arranged type in which said color filters made up of said red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue

color filters are arranged in a quadrangular form.

29. The driving circuit for a liquid crystal display according to Claim 25, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up said dot pixel portion having different colors is connected to one said signal electrode.

30. The driving circuit for a liquid crystal display according to Claim 25, wherein said liquid crystal display is of an active-matrix type and its said switching element is made up of a thin film transistor.

31. A driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a signal electrode driving circuit to reverse a data signal that changes, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, sequentially into a first signal having a first potential of a first polarity and a second signal having a second potential of said first polarity and into a first signal having a first potential of a second polarity and a second signal having a second potential of said second polarity, for said

every signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding said signal electrodes.

32. The driving circuit for a liquid crystal display according to Claim 31, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

33. The driving circuit for a liquid crystal display according to Claim 31, wherein said liquid crystal display is of a mosaic-type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from subsequent said scanning electrode.

34. The driving circuit for a liquid crystal display according to Claim 31, wherein said liquid crystal display is of a four dot pixel portion arranged type in which said color filters made up of said red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

35. The driving circuit for a liquid crystal display

according to Claim 31, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up said dot pixel portion having different colors is connected to one said signal electrode.

36. The driving circuit for a liquid crystal display according to Claim 31, wherein said liquid crystal display is of an active-matrix type and its said switching element is made up of a thin film transistor.

37. A driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a signal electrode driving circuit to reverse a polarity of a data signal having a potential corresponding to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell for every 2n (n is a natural number) pieces of said scanning electrode in said liquid crystal display and for every said signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding signal electrodes.

38. The driving circuit for a liquid crystal display according to Claim 37, wherein a position of each of color filters

for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

39. The driving circuit for a liquid crystal display according to Claim 37, wherein said liquid crystal display is of a mosaic-type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from subsequent said scanning electrode.

40. The driving circuit for a liquid crystal display according to Claim 37, wherein said liquid crystal display is of a four dot pixel portion arranged type in which said color filters made up of said red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

41. The driving circuit for a liquid crystal display according to Claim 37, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up said dot pixel portion having different colors is connected to one said signal electrode.

42. The driving circuit for a liquid crystal display

according to Claim 37, wherein said liquid crystal display is of an active-matrix type and its said switching element is made up of a thin film transistor.

43. A driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, comprising:

a signal electrode driving circuit to reverse a data signal made up, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, of combinations of a signal having a potential of a first polarity that corresponds to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell of a signal having a potential of a first polarity that corresponds to said minimum transmittance of said liquid crystal cell and of combinations of a signal having a potential of a second polarity that corresponds to said intermediate transmittance between said maximum and minimum transmittance of said liquid crystal cell and of a signal having a potential of said second polarity that corresponds to said minimum transmittance of said liquid crystal cell, for every said signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding said signal electrodes.

44. The driving circuit for a liquid crystal display according to Claim 43, wherein a position of each of color filters for red, green, and blue each corresponding to each of said liquid crystal cells in said liquid crystal display is deviated by one half of a pitch from subsequent said scanning electrode and said liquid crystal display is of a delta type in which dot pixel portions made up of three colors including red, green, and blue that makes up one pixel portion are arranged in a triangular form.

45. The driving circuit for a liquid crystal display according to Claim 43, wherein said liquid crystal display is of a mosaic-type in which three color filters for red, green, and blue each corresponding to each of said liquid crystal cell are arranged in a repeated manner in this order in a scanning direction and arrangement of said three color filters is deviated by one or two pitches from subsequent said scanning electrode.

46. The driving circuit for a liquid crystal display according to Claim 43, wherein said liquid crystal display is of a four dot pixel portion arranged type in which said color filters made up of said red, green, and blue color filters and additional any one color filter selected out of said red, green, and blue color filters are arranged in a quadrangular form.

47. The driving circuit for a liquid crystal display according to Claim 43, wherein, in said liquid crystal display, a switching element used to drive said liquid crystal cell making up said dot pixel portion having different colors is connected to one said signal electrode.

48. The driving circuit for a liquid crystal display according to Claim 43, wherein said liquid crystal display is of an active-matrix type and its said switching element is made up of a thin film transistor.

49. An image display device provided with:

a driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, said driving circuit including:

a signal electrode driving circuit to reverse a polarity of each of said data signals for every 2n (n is a natural number) pieces of said scanning electrodes and for every signal electrode in said liquid crystal display and to sequentially feed said each of said data signals having reversed polarity to each of corresponding said signal electrodes.

50. An image display device provided with:

a driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said

scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, said driving circuit including:

a signal electrode driving circuit to reverse a data signal that changes, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, sequentially into a first signal having a first potential of a first polarity and a second signal having a second potential of said first polarity and into a first signal having a first potential of a second polarity and a second signal having a second potential of said second polarity, for said every signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding said signal electrodes.

51. An image display device provided with:

a driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, said driving circuit including:

a signal electrode driving circuit to reverse a polarity of a data signal having a potential corresponding to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell for every 2n (n is a

natural number) pieces of said scanning electrode in said liquid crystal display and for every said signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding signal electrodes.

52. An image display device provided with:

a driving circuit for a liquid crystal display in which a liquid crystal cell is mounted at an intersection of each of a plurality of scanning electrodes placed at specified intervals in a row direction and each of a plurality of signal electrodes placed at specified intervals in a column direction, by sequentially feeding scanning signals to said plurality of said scanning electrodes and by sequentially feeding data signals to said plurality of said signal electrodes, said driving circuit including:

a signal electrode driving circuit to reverse a data signal made up, relative to a common potential being applied to one terminal of all said liquid crystal cells and during four consecutive scanning periods, of combinations of a signal having a potential of a first polarity that corresponds to an intermediate transmittance between maximum and minimum transmittance of said liquid crystal cell of a signal having a potential of a first polarity that corresponds to said minimum transmittance of said liquid crystal cell and of combinations of a signal having a potential of a second polarity that corresponds to said intermediate transmittance between said maximum and minimum transmittance of said liquid crystal cell and of a signal having a potential of said second polarity that corresponds to said minimum transmittance of said liquid crystal cell, for every

said signal electrode and to sequentially feed said data signal having the reversed polarity to each of corresponding said signal electrodes.